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Online Video Platform Leader VMIX Grows Again As TownNews.com Signs On

Provider of online solutions for over 1,500 newspapers chooses VMIX to help upgrade online editions, create more interaction with site visitors and generate new ad revenue.

NAA mediaXchange LAS VEGAS, NV, March 9, 2009 – VMIX, the fast-growing digital media management SaaS provider, has been selected by TownNews.com to enable its newspaper customers to feature sponsorable video-on-demand on their websites. Founded in 1989, TownNews.com is the largest company in North America providing online solutions for newspapers.

"TownNews.com's network of sites stands to benefit tremendously by creating a more interactive experience for its viewers and advertisers," noted Greg Booras, vice president of sales at TownNews.com. "The VMIX video solution allows our newspapers to offer advertisers the product they need to engage online consumers. Plus, the VMIX platform supports a variety of desirable advertising options, including overlay and sponsorship opportunities."

"VMIX provides a great way to extend the reach of the newsroom by having the ability of accepting user-generated content via a computer, camera or a mobile phone," said Booras. "They also provide fresh content topics relevant to readers, which in turn will prompt more visits and time spent on newspapers' sites."

"Providing both a world-class video platform as well as the best practices to drive significant revenue growth are VMIX core competencies," said VMIX President & CEO Mike Glickenhau. "We are very excited to further build on our success in this field by partnering with an industry leader like TownNews.com."

The VMIX client roster currently includes such media outlets as Tribune Company newspaper and broadcast sites, McClatchy, Lee Enterprises, Black Press, Raycom, Lin, Post Newsweek TV Stations and others.

"Newspapers in every size market have a great opportunity to further engage and interact with their site visitors by creating a compelling and entertaining online experience," continued Glickenhau. "We offer a simple, turnkey platform that is affordable and easy to use for uploading and managing videos and photos, whether it's in-house content, third-party feeds or user-generated content."

About VMIX

VMIX (www.vmix.com) is a leading provider of Software as a Service (SaaS) video and digital media management solutions. The VMIX online video platform makes it easy for website publishers to engage their online audiences, increase ad revenue and grow their business. The company is the trusted partner of news, entertainment and enterprise companies like Tribune Company, McClatchy Company, Lee Enterprises, and Warner Bros/Telepictures.

About TownNews.com

TownNews.com, based in Moline, Ill., is majority owned by Lee Enterprises (LEE), a premier publisher of daily, weekly, online and specialty publications. TownNews.com hosts more than 1,500 online publications, and offers a wide variety of products and services to U.S. newspapers. For more information, visit www.townnews.com.

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